

**E**Guide


Unified customer engagement

# Contact Centre for Microsoft Teams

Bringing customer conversations and team collaboration  
together in one familiar, easy-to-use hub

**M**247<sup>7</sup>





In this e-guide we look at how, with the right vendor and integrations, Microsoft Teams can be at the foundation of a cutting-edge contact centre platform for your business - enhancing success and enabling a better experience for agents and customers alike



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## Microsoft Teams is a standard tool for business these days

With more and more people choosing a flexible working model, and the workplace of the future looking increasingly like a hybrid of office-based and remote, businesses across all sectors have looked for quick-to-deploy solutions that support remote collaboration and business continuity.

Microsoft Teams has been the go-to solution for many, helping teams to connect, improve information sharing and align organisational ecosystems. The collaborative platform now boasts over 115 million daily active users. All of whom are benefitting from the out-of-the-box unified communications tools aimed at boosting productivity and making real-time messaging, video and audio conferencing, and file and screen sharing quick and easy.

Now users have got to grips with all the Teams internal communications features, businesses are looking to utilise the platform capabilities in their approach to technological transformation.

More than ever before, customer relationships are becoming a key competitive differentiator meaning businesses are looking to align collaboration tools in order to serve the needs of the new generations of customers in today's digital world.





## Microsoft Teams communication features

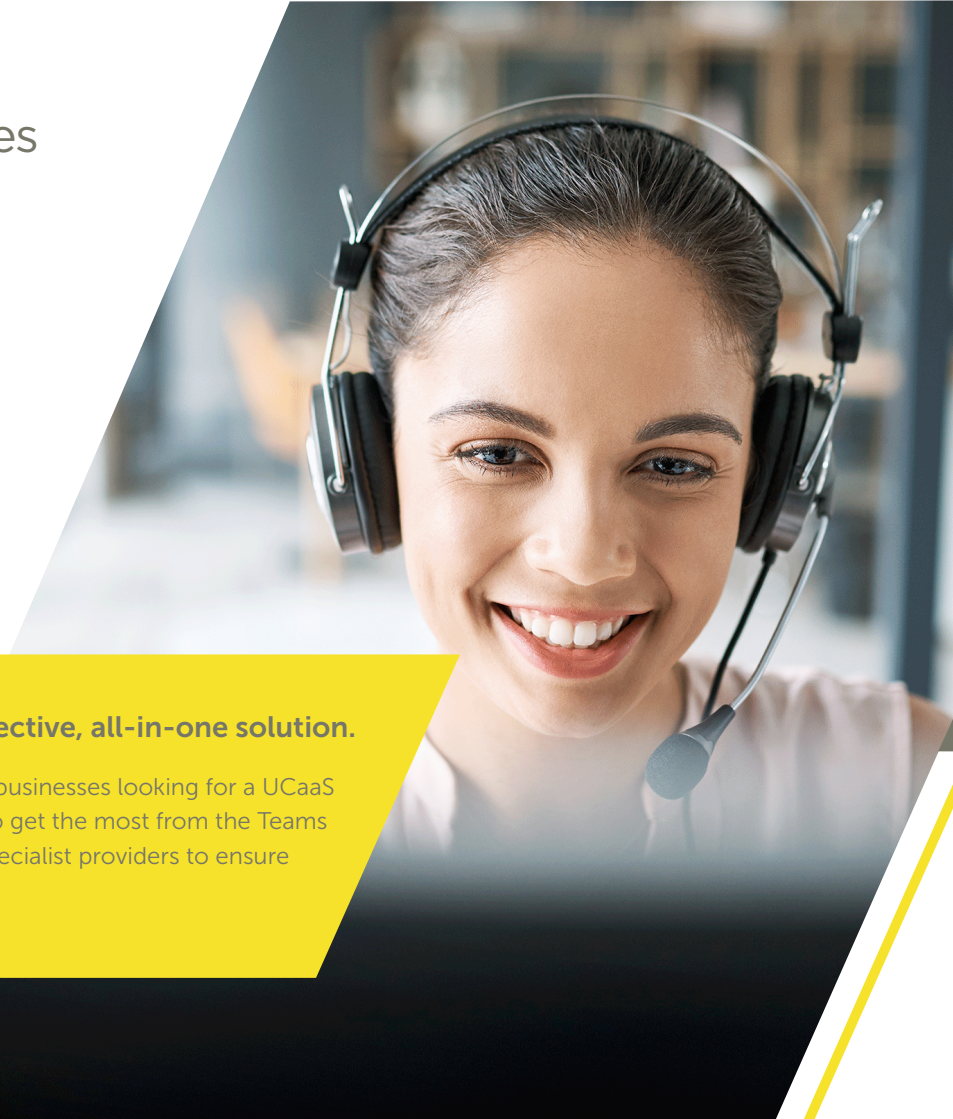
**Whilst Microsoft isn't a communications company, Microsoft Teams is undoubtedly a communications platform.**

Most businesses today are looking for ways to update their communications methods and move to the Cloud while maintaining pace with changing customer behaviours and expectations.

Businesses want quick solutions that can prioritise customer experience across various platforms, support remote collaboration, business continuity and contact centre features. All whilst being able to consolidate customer-facing functions by retiring separate customer-ticketing support systems and legacy telephony; integrating into one, easy-to-use interface.

**Microsoft's Direct Routing capabilities offer a workable, cost-effective, all-in-one solution.**

One of the things that makes Microsoft Teams such an attractive proposition for businesses looking for a UCaaS or CCaaS solution is its inherent openness and flexibility. Microsoft wants users to get the most from the Teams environment and has opened the platform up to integrations from established specialist providers to ensure the environment can be tailored to businesses exact and specific needs.



## Microsoft Teams Direct Routing

With Microsoft's Direct Routing capabilities, your business will be able to migrate telephony to the Cloud and provide seamless, three-way integration between your existing telephony, your CRM or ticketing systems and the Teams platform.

**With the right technology partner and Direct Routing capabilities, businesses can:**

- Dial out from any device
- Receive incoming calls from any device
- Immediately access information from the CRM or ticketing system through Teams
- Automate provisioning of voice without additional IT resource



This means every time an agent receives an incoming call, they can automatically see the customer associated with the caller ID. With a single click, they can access the relevant customer records, including purchase and contact history, helping to streamline resolutions, foster better and more targeted conversations, and drive improved customer experiences.





## What your customers want

There's been a huge shift in customer behaviour in recent years, with new generations connecting and interacting with brands in a multitude of ways.

Businesses are serving ultra-connected customers who expect instant and consistent experiences through every channel. The digitalisation of work and home life has led to even greater expectations:

- **Quick and easy access to information**
- **Omnichannel customer service**  
(SMS, email, phone, chat, messenger, WhatsApp)
- **A seamless experience across platforms**
- **Self-service options for guidance and advice**
- **24/7 support to work around increasingly busy lives**

**75% of customers expect companies to use new technologies to create better customer experiences**

Salesforce survey, 2020



## What Direct Routing means for business

Microsoft Teams Direct Routing meets ever-changing and increasing customer demands with:

### Enhanced consistency

You can remain with your existing and trusted telephony provider, so there's no migration of users, and you can maintain the ongoing investment in your business's communications plan.

### Geographical freedom

Direct Routing through Microsoft Teams means users can receive and make calls from and to almost any country in the world.

### Simplified environments

Choose only the functionality you need, from both the Teams platform and from your preferred telephony provider.

### Increased cost-effectiveness

By paying only for the features and functionality you need, you can streamline costs on a pay-as-you-use basis. Cost savings are made, especially when it comes to mix-and-match functions only needed occasionally to meet specific and short-term requirements.



# Why integrate Contact Centre into Microsoft Teams

**Microsoft Teams allows businesses to conduct all their communications within the same, familiar environment.**

Customer service agents can complete a virtual training course one minute, attend a managerial meeting the next, and provide customer support through email the next, all within Teams, and all without closing a single app.

With the right contact centre partner, you can tailor the Microsoft Teams environment to meet your exact operational needs, including any contact-critical features like smart voice and digital routing, proactive reach, call-back services and supervisor insights. All while streamlining processes for users and enhancing team-management capabilities.



## A Microsoft Teams-integrated contact centre can help your business achieve:

### Better team alignment

Ensure smooth transition from front to back office. Users can stay connected through Teams while answering and resolving customer queries through other enabled channels (chat, voice, messenger and video).

### Improved customer experience

With Teams, colleagues and customers enjoy a consistent experience across devices and contact points, wherever they are in the world.

### Improved resource management

With internal and external communications taking place within a single, centralised environment, it is easier to manage and track the performance of your teams and individual users, while ensuring agent availability and speed of response across various channels.

### Reliability

Working with a dedicated Teams partner vendor ensures your business is always harnessing the best, most up-to-date Teams features without compromising on call quality, consistency, security or compliance.

### Flexibility

Add features, tools and channels to your Teams contact centre whenever you choose, depending on solutions offered by your chosen vendor. This means being able to quickly respond to changing customer behaviours by easily integrating additional channels like WhatsApp, Facebook and Twitter messaging, live chat, SMS and bots, among others.

### Scalability

A cloud-based Microsoft Teams contact centre supports quick and unlimited scalability, so you can add features, phone lines and other functionality as and when needed.

### Compliance as standard

With the right partner, all your compliance and regulatory obligations will be taken care of centrally, whether that's secure storage of certain data, or the rules governing call recording. With those compliance boxes ticked automatically, your teams can focus on serving your customers.





# Compliance in the Microsoft Teams Contact Centre

Microsoft has recently opened a new API that allows businesses to set call recording at a systems level, to ensure compliance standards are met across the whole environment. It is vital for organisations operating within regulated industries to collect, maintain, store and secure crucial data compliantly. A third-party or managed solution can quickly and easily improve compliance with a tamper-resistant approach to call recording.

A fully managed call recording experience through a Microsoft Teams contact centre ensures:



## Flexible functionality

Software as a Service (SaaS) solution for Teams recording allows you to scale in line with your business requirements



## Simplicity as standard

With no complex infrastructure and next to no maintenance, recording is simple and easy-to-use for everyone



## Enhanced reliability

Data centre stability, remote data storage, cutting-edge recording technology and 24/7 partner support



## Quick, easy deployment

With no CapEx costs and minimal provisioning expense, new call recording capacity and functionality can be added quickly, whenever you need it



## Customisation options

A Microsoft Teams recording service can flex to suit the changing needs of your business and users and the evolving demands of customers, all while remaining compliant

# Benefits for business

**A Microsoft Teams contact centre does more than just improve customer experience, it also brings a whole host of business benefits.**

- **Streamlined processes**

Workstreams managed in one, integrated environment

- **Increased resilience**

Less downtime than on-premise infrastructure

- **Business continuity**

Access all data and workflows from anywhere, any time

- **Technology and process integration**

Enhanced analysis and visibility

- **Reduced need for IT input**

Many critical updates and processes automated

- **Enhanced analytics**

Built-in for greater insight and better decision making

- **Better user experience**

Empower teams, foster engagement, reduce agent attrition



# Choosing your Microsoft Teams Contact Centre partner

Most Microsoft Teams contact centre partners will be able to transform Teams for your business, from a collaborative platform for colleagues into a multi-channel contact hub that enables and enhances all manner of customer interactions.

Whether you're looking to migrate your entire infrastructure or swap your Skype for Business contact centre for a Teams one, an experienced vendor will be able to help you make the transition with a solution tailor-made for your business.

**The key to finding the fit for your business is to find a provider who can help you leverage all the benefits of the Teams environment, in a way that drives a better return on your investment in the long-term.**

## Check your potential Microsoft Teams Contact Centre provider offers:



### Alignment

A good vendor will build on your existing environment and APIs to allow for a more seamless experience with Microsoft Teams for UCaaS or CCaaS.



### Innovation

Your provider should give you the freedom to harness the power of new features as and when you choose, including AI and smart routing.



### Flexibility

Your partner should be looking to combine all your contact centre requirements into one, easy-to-use environment that supports productivity and customer service.



### Customisation

Your partner should be building your Teams contact centre on an API-first infrastructure, so that you can add new features as required



### Security

Your partner should be able to align your contact centre with all the privacy and security regulations your business is governed by to ensure all round peace of mind



### Management tools.

Any partner should make it easy for managers to perform their roles, even when teams are working remotely. One who can build-in tools like silent monitoring and whisper functionality to help supervisors support and empower their teams.



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## **Bringing customer conversations and team collaboration together in one familiar, easy-to-use hub**

With a contact centre solution for Microsoft Teams, your business can activate the full potential of voice and data into a powerful omnichannel management platform that empowers and supports your teams, while enhancing customer conversations across the board, wherever they are happening.

**For more about how a Contact Centre solution for Microsoft Teams can work for your business, contact our experienced team today.**

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